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Hispanic's Ability to Effectuate Its Plans

Two of Hispanic's principals are experienced broadcasters and can bring this experience to bear in effectuating its proposal. One of its principals is an experienced educator. Resumes of their experience are attached.

IDALIA ARZUAGA
CALLE 2 C-8 URB. EL RETIRO
QUEBRADILLAS, PUERTO RICO 00678

EDUCATION
1963

WORLD UNIVERSITY, RIO PIEDRAS,
PUERTO RICO

EXPERIENCE
1974 TO
PRESENT

WREI-FM, QUEBRADILLAS,
PUERTO RICO
MANAGER, COMMERCIAL MANAGER
SALES, ANNOUNCER PROGRAMMING,
TRAFFIC, SECRETARY, BOOKEEPING

1985

WJYT-AM, QUEBRADILLAS, PUERTO RICO

1990

W66BM-TV, QUEBRADILLAS, PUERTO RICO

JOSE JUAN ARZUAGA REYES
CALLE 2 C-8, URB. EL RETIRO
QUEBRADILLAS, PUERTO RICO 00678
TELS. 895-4198, 895-2725, 896-0980 TRAB.

EDUCATION

1963 INTERAMERICAN UNIVERSITY, HATO REY,
PUERTO RICO

1968 RADIO ENGINEERING INSTITUTE
SARASOTA, FLORIDA

NARTE CERTIFIED ENGINEER CLASS I
WITH MASTER ENDORSEMENT

F.C.C. GENERAL RADIOTELEPHONE LICENSEE
NABER CERTIFIED TWO-WAY RADIO TECH.

EXPERIENCE

1958 - 63 WAPA, SAN JUAN, PUERTO RICO
CONTROLMAN, ANNOUNCER

1963 - 64 WNEL, CAGUAS, PUERTO RICO
CONTROLMAN, ANNOUNCER

1963 - 64 WFID, RIO PIEDRAS, PUERTO RICO
CONTROLMAN, ANNOUNCER

1964 - 74 WVOZ-AM, CAROLINA, PUERTO RICO
CHIEF ENGINEER, CONTROLMAN, ANNOUNCER,
RECORDING ENGINEER, DIRECTOR OF
PRODUCTION, ASSISTANT GENERAL MANAGER.

1968 - 74 WOLA-FM, RIO PIEDRAS, PUERTO RICO
CHIEF ENGINEER, CONTROLMAN, ANNOUNCER,
RECORDING ENGINEER, DIRECTOR OF
PRODUCTION, ASSISTANT GENERAL MANAGER.

1985 - 85 WJYT-AM, QUEBRADILLAS, PUERTO RICO
CHIEF ENGINEER, CONTROLMAN, ANNOUNCER,
RECORDING ENGINEER, DIRECTOR OF PRODUCTION,
GENERAL MANAGER, SALESMAN, PROGRAM DIRECTOR.

1990 - 90

W66BM-TV, QUEBRADILLAS, PUERTO RICO
CHIEF ENGINEER, CONTROLMAN, ANNOUNCER,
RECORDING ENGINEER, DIRECTOR OF PRODUCTION,
GENERAL MANAGER, SALESMAN, PROGRAM DIRECTOR.

1974 TO
PRESENT

WREI-FM, QUEBRADILLAS, PUERTO RICO
CHIEF ENGINEER, CONTROLMAN, ANNOUNCER,
RECORDING ENGINEER, DIRECTOR OF PRODUCTION,
GENERAL MANAGER, SALESMAN, PROGRAM DIRECTOR.

CONSULTING
ENGINEER

WRIO-FM, PONCE, PUERTO RICO

WJYT-AM, QUEBRADILLAS, PUERTO RICO

WREI-FM, QUEBRADILLAS, PUERTO RICO

W28BA-TV, ISABEL SEGUNDA, VIEQUES, PUERTO RICO

W66BM-TV, QUEBRADILLAS, PUERTO RICO

WVIS-FM, ST. CROIX, U.S. VIRGIN ISLAND

WSAN-FM, VIEQUES, PUERTO RICO

NEW APPLICANT FOR A NEW FM CHANNEL ON ST. CROIX
MR. LUIS HERNANDEZ, FREDERICKSTED, ST. CROIX.

NEW LPTV APPLICATION FOR CHANNEL 50, CULEBRA,
PUERTO RICO.

NEW LPTV APPLICATION FOR CHANNEL 24, QUEBRADILLAS,
PUERTO RICO.

NEW T.V. APPLICATION FOR CHANNEL 16, MAYAGUEZ,
PUERTO RICO.

RUBEN REYES RODRIGUEZ
URB. VALLE VERDE MARGINAL C-5
PONCE, PUERTO RICO 00731
TEL. 844-1162 RES. 848-7575 TRAB.

EDUCATION
1972 - 74

MASTER DEGREE IN TEACHING WITH
SPECIALIZATION IN MERCHANDISING
NEW YORK UNIVERSITY (N.Y.U.)

MASTERS DEGREE IN TEACHING WITH
SPECIALIZATION IN ADMINISTRATION AND
SUPERVISION
NEW YORK UNIVERSITY (N.Y.U.)

1963 - 67

BACHELOR'S DEGREE IN COMMERCIAL ADMINISTRATION
(B.B.A.)
CATHOLIC UNIVERSITY OF PUERTO RICO

1963

HIGH SCHOOL GRADUATE
SAN CONRADO PAROCHIAL SCHOOL
PONCE, PUERTO RICO

SEMINARS
TAKEN

- WORKER AND EMPLOYEE
- CUSTOMER SERVICES
- INTERNATIONAL MARKETING
- SECURITY FOR THE EXECUTIVE AND HIS BUSINESS
- BASIC TRAINING ON APTITUDE TEST PREPARATION
- PERSONALIZED VOCATIONAL INSTRUCTION
- COMMERCIAL COMPUTER DATA CONTROL
- COMPUTER BUSINESS APPLICATION

CERTIFICATIONS
AWARDED

- COORDINATING TEACHER IN MARKETING
EDUCATION (#7317)
- SECONDARY SCHOOL DIRECTOR (#7155)
- GENERAL SUPERVISOR IN SCHOOL SERVICES
MARKETING EDUCATION PROGRAM (7227)
- GENERAL SUPERVISOR (PERMANENT)
MARKETING EDUCATION PROGRAM (7156)

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EXPERIENCE
1967 - 70

ADULT COORDINATOR
MARKET EDUCATION PROGRAM
PONCE, PUERTO RICO EDUCATIONAL REGION

1970 TO
PRESENT

GENERAL SUPERVISOR
MARKETING EDUCATION PROGRAM
PONCE, PUERTO RICO EDUCATIONAL REGION

ADDITIONAL
DATA

DURING THE 1983-84 AND 1984-85
I SUPERVISED SIMULTANEOUSLY THE
PONCE AND MAYAGUEZ REGIONS.

SINCE 1983 TO THE PRESENT, I HAVE BEEN
SIMULTANEOUSLY GENERAL SUPERVISOR AND
ADULT COORDINATOR ON A REGIONAL LEVEL.

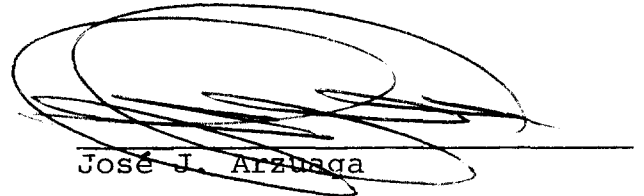
DECLARATION

José J. Arzuaga hereby makes the following declaration:

1. I am a member of the Board of Directors and Vice-President of Hispanic Broadcast System, Inc., an applicant for a new noncommercial FM station at Lake Mary, FL.

2. I declare under penalty of perjury that the facts contained in the foregoing Hearing Exhibit are true and correct.

Executed on July 10, 1992.



José J. Arzuaga

Whether a Share-Time Arrangement Between the Applicants Would Result in the Most Effective Use of the Channel

Hispanic believes that a share-time arrangement would result in the most effective use of the channel and requests that the Presiding Judge impose such an arrangement. Hispanic would be the first Hispanic FM station in the market, and the only Hispanic noncommercial educational station. It believes that the service it is proposing is of such importance to the Hispanic community that it is willing to share time with other applicants as the Judge may deem appropriate to assure that the Hispanic community obtains at least some participation in educational radio in the Orlando market.

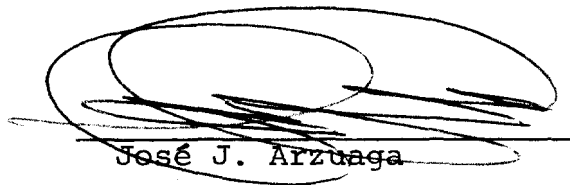
DECLARATION

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José J. Arzuaga

307(b) Analysis

The applicants have submitted a joint exhibit which demonstrates the underserved area to be served by the respective applicants. Hispanic believes that the Commission should also consider the following:

There are at present no Hispanic-owned educational FM broadcast stations serving the Hispanic community of the Central Florida area which now numbers approximately 200,000 (see demographic data submitted as part of Ex. 3. Indeed, there are no FMs, either commercial or noncommercial, serving the Hispanic community of this area. Hispanic believes that its proposal to provide a first Hispanic owned/operated Spanish language FM station to the Hispanic community of approximately 200,000 persons in the Central Florida area is a factor to be considered under the 307(b) determination in this case. Hispanic believes that it would not be "fair, efficient or equitable" to deprive the Hispanic population of its own voice in the market.

Hispanic also believes that no credit should be given to Central Florida Educational Foundation, Inc. because it has proposed to locate its antenna on the WCPX(TV) tower without diplexing (official notice of Central Florida engineering proposal is requested).

WCPX(TV) has clearly stated that it will not permit an additional antenna on the tower, but will only consider diplexing (confirmation to be submitted as Ex. 8). It would be manifestly

unfair to grant Central Florida an advantage for a facility which Channel 6 will not permit. Indeed, Hispanic would have proposed to locate on the Channel 6 tower but was advised that no additional space was available. While all of the applicants could now amend to diplex on the Channel 6 tower (as the two Conway applicants have proposed), it is too late to obtain a 307(b) advantage by amending at this time. Central Florida should not be permitted to obtain an advantage by the filing of a technical proposal which Channel 6 will not permit, particularly in a case where eventually the winning applicant will diplex off the Channel 6 tower, and there will in effect be no coverage difference among the applicants.


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Executed on July 10, 1992.



José J. Arzuaga

Channel 6 Site

The attached documentation demonstrates that the WCPX (Channel 6) tower will not support additional antennas. WCPX will permit diplexing only.

Hispanic Broadcasting System Inc.

Box 5010
Guayatabillas, P.R. 006170

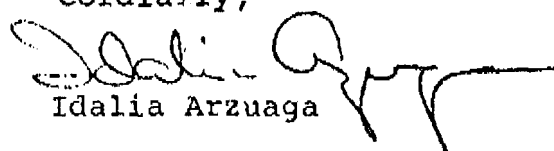
July 10, 1992

Roberto Diehl
WCPX-TV
P.O. Box 606000
Orlando, FL 32860

Dear Mr. Diehl:

We want to know weather you would permit us or
any other applicant to put a new antenna on the channel
6 Tower or is your position that you would only permit
diplexing into the channel 6 antenna.

Cordially,


Idalia Arzuaga

PD: Please fax as soon as possible as we have to make
a decisssion.



July 10, 1992

Ms. Idalia Arzuaga
Hispanic Broadcasting System, Inc.
WREI-FM
Box 980
Road 2 KM 102.5
Quebradillas, P.R.
00742-0980

Dear Ms. Arzuaga,

It is true that there is no more room on the WCPX tower. At the present time there are three Television and three FM antennas on the tower, along with various two-way radio, microwave and other ancillary equipment. Also, please be aware that WCPX is a co-owner of the tower, and must secure the other owner's agreement on all tower matters.

I am however in principal agreeable to the idea of diplexing a NCE FM licensee on the existing WCPX antenna. This would satisfy the conditions of co-location and prevent interference problems to WCPX, Ch 6.

Respectfully,

Robert K. Diehl
Robert K. Diehl
Chief Engineer

copy: Michael J. Schweitzer, President & General Manager

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